

COURSE SYLLABUS



COURSE TITLE:	Strategic Communications Management (MARK 433)
CLASS SECTION:	001
TERM:	W2023
COURSE CREDITS:	3
DELIVERY METHOD(S):	Face to Face

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME:	Cynthia Wrate, MBA
EMAIL:	wratec@camosun.bc.ca
OFFICE:	CBA 221; D2L Collaborate
HOURS:	Tuesdays 4:30 – 5:30 or by appointment
WEBSITE:	https://online.camosun.ca/d2l/home

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

This course will examine the role of communications as a strategic management function and current issues in leading and managing corporate communications, including marketing communications, internal communications and reputation management. This course will examine reputation and stakeholder management and the use of complex communication planning including benchmarking, budgeting, monitoring and evaluation communications.

https://calendar.camosun.ca/preview_program.php?catoid=7&poid=751&returnto=337

PREREQUISITE(S):	One of: C in BUS 330; Admission to the Post-Degree Diploma in Business Administration - Marketing Option and permission to register from Department Chair
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COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course, you will be able to:

- propose appropriate communication management strategies to ensure a positive organizational reputation,
- develop an internal communication process aimed at keeping employees informed of organizational change, programs, and plans
- develop appropriate plans for managing organizational tools in support of the communications process, including budgets, monitoring mechanisms and evaluation processes.
- explain the strategic role of the communication function in an organizational context.
- provide advice and counsel on ethical issues in relation to organization reputation management and information dissemination
- develop issues management and crisis management plans.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION



Textbook: Cornelissen, Joep, (2020) *Corporate Communication, A guide to theory and practice*. (6th ed), Sage Publications, London.

Textbook ISBN-13: 978-1526491978

E-Book ISBN-13- 9781529712674

Student study guide: <https://study.sagepub.com/cc6e>

Case pack: purchased from Ivey Publishing via this [link](#).

Readings: As assigned by instructor

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	READING	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 1 Jan. 10	Cornelissen Ch. 1; 2 Assigned Readings	Organizational role of the corporate communications function Introduction to critical thinking & cases	Intro to term project
WEEK 2 Jan. 17	Cornelissen Ch. 4 & 5	Stakeholders, reputation, and identity Boeing: 737 Max 8	Boeing case quiz due Role preference due

WEEK or DATE RANGE	READING	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 3 Jan. 24	Assigned Reading: Edelman Cornelissen Ch.3 & 6	Corporate communication in a changing media environment Communications strategy	Teams Formed
WEEK 4 Jan. 31	Cornelissen Ch. 7 Assigned reading	Research and measurement Plans, campaigns, and projects Team Work	
WEEK 5 Feb. 7	Cornelissen Ch.9, 10	Issues Management Media Relations RBC – Financing the Oil Sands	RBC quiz due
WEEK 6 Feb. 14	Creative Brief (case pack) Cornelissen	Outside resources & Budgets RFPs & creative briefs (Request for proposals) Developing a Creative Brief Merrick Pet Care Team Work	Merrick Pet Care quiz due Team Project Draft Situation Analysis complete
WEEK 7 Feb. 21		Reading Break (no classes)	Mon. Feb 20: Family Day Holiday
WEEK 8 Feb. 28	Ch. 8 Assigned reading	Employee communications Mickey Mouse Takes a stand	Mickey Mouse Quiz due
WEEK 9 Mar. 7	Cornelissen Ch. 12	Project Work Leadership & change; Dominant coalition, technicians, and managers	Team Project Draft Stakeholder strategy complete Mid Term 1
WEEK 10 Mar. 14	Cornelissen Ch. 11 Assigned reading	Crisis Communications Planning Cyber Attack at the University of Calgary	Team meetings with Instructor U of C quiz due
WEEK 11 Mar. 21		Crisis Simulation (in-class) Project Work	Team Project Draft Creative strategy complete
WEEK 12 Mar. 28		Leading a communications team; Roles for communication managers Project Work	Mid Term 2
WEEK 13 April 4	Cornelissen Ch. 13 Assigned reading	Corporate Social Responsibility; The future of Communications Project Work	
WEEK 14 April 11		Team Project Presentations	Thursday. April 14 last day of instruction
EXAM WEEK		FINAL EXAM DATE TBA	

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
QUIZZES & EXAMS	30%
Mid Term Exam 1	10%
Mid Term 2	10%
Case study quizzes (5 x 2%)	10%
PROFESSIONALISM/PARTICIPATION/ENGAGEMENT	10%
Case study participation/engagement	
MAJOR PROJECT & PROJECT PITCH	60%
Draft situation analysis	5%
Draft stakeholder identification	5%
Final Program Plan	
Group grade	10%
Individual grade (per role)	25%
Team project pitch presentation	10%
Peer Evaluation	5%
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please contact me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information. <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

ASSIGNMENTS

The School of Business uses APA style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See current Camosun College Library APA Citation Style Guide (7th edition) available at: <https://camosun.libguides.com/apa7>

Where required by your instructor, submit all assignments into the D2L assignments by your last name. In-text citations for quotes, paraphrasing, and references must be consistent with APA standards. Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark. All submitted work must be properly referenced to sources.

Unless otherwise specified, you are to submit your own work. Any work collaborated on (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Full assignment descriptions and any associated rubrics are found in the assignments section of the course D2L site.

SCHOOL OR DEPARTMENTAL INFORMATION

DEADLINES and EXAMS

You must submit your assignments by the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm, or final exam.

EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates will result in a zero grade. All exams must be written at the scheduled times with the exception of students requiring an accommodation by CAL (the [Centre for Accessible Learning](#)). It is understood that emergency circumstances do occur (e.g. severe illness or family emergency); for such circumstances accommodation may be granted at the discretion of the instructor, provided the student:

- a) notifies the instructor in advance of the exam (not after), and
- b) provides documented evidence of the circumstance (e.g. medical certificate).

In most cases of an excused absence for an exam, an alternate exam will be scheduled for the student at the end of term.

Medical notes must be dated, signed, and be written on letterhead or prescription paper imprinted with the physician's name and address. Notes are accepted from Physician (GP or medical specialist), Nurse Practitioner, Psychiatrist, Psychologist, Counsellor and Aboriginal Elder.

Students registered through the [Centre for Accessible Learning](#) (CAL) should discuss timelines with their instructors at the beginning of each semester.

Do not make travel plans until the final exam schedules are finalized and posted. Please ask any family members who might make travel plans on your behalf to consult you before booking tickets. Travel plans are not an acceptable reason to miss an exam.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its

Support Service	Website
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the

course and the space offered to the next waitlisted student. For more information, please see the “Attendance” section under “Registration Policies and Procedures” (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun’s Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student’s right to choose what is right for them. For more information see Camosun’s Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College’s Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College’s expectations of academic integrity and student behavioural conduct.

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.